



Rebecca Rusch

World-Champion Athlete | Speaker | Author

SPEAKER KIT



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WHY REBECCA...

Rebecca Rusch is a world-class explorer, professional athlete, acclaimed speaker, and bestselling author who brings her wilderness wisdom to top trailblazers to reach the heights of human performance in leadership, business, and life.

Rebecca is a **seven-time world champion** who has spent the last four decades pushing her own mind, body, and spirit to the absolute edge of her own capabilities.

She now shares that exceptional knowledge and experience with the sports and leadership world. Rebecca leverages her stories of adventure through keynote addresses, speaking engagements, writing, and film to give leaders the hidden edge they need to ignite top performance and create world-changing results.

WHAT TO EXPECT...

Here's what you can expect from Rebecca:

- Training & presentations will be professionally and dynamically delivered, customized to focus on achieving the outcomes you want with your audience.
- Speeches will be customized to suit your theme.
- Hosted events will be fun and high-energy, keeping the crowd engaged.
- A personal phone consultation prior to your event, so Rebecca can better understand how she can best serve you and your audience.
- Prompt, professional replies to your phone calls and email messages.

POPULAR KEYNOTES



The “Nature” of Success: Unlock Your Hidden Edge

Rebecca shares insights from her life-long journey honing her skills to move forward from setbacks and create **navigational handrails** for success.

This keynote is ideal for **high-performing leaders** ready to lead like elite athletes as they craft the trail map to peak performance.

Grief to Greatness: Unleashing Extraordinary Achievement

Designed for **elite performing women leaders** ready to break patterns and accept nature's catalyst for achievement, Rebecca shares how she built her relationships through grief as she searched for connection following the loss of her father.

For women ready to **embrace the wild** within and all its facets.



Dirt Dharma: An Explorer's Guide to Self-Discovery

Rebecca presents a toolkit for taking responsibility for our own lives and becoming our own teachers.

Participants learn how to explore the uncharted with presence and proactivity, create a set of navigational handrails for **building wisdom**, and adopt lessons from the trail to create a life of **fulfillment and purpose**.



REBECCA'S STORY

Summitting renowned Mt. Kilimanjaro on foot is challenge enough; Rebecca did it by bike in 2016. Elected to the inaugural class of the **Gravel Cycling Hall of Fame** in 2022, Rebecca is also the recipient of the **World Bicycle Relief's Trailblazer Award** and a **Mountain Bike Hall of Fame** inductee.

Rebecca became **the first person to bike the entire 1,800-kilometer Ho Chi Minh Trail**, a story featured in the Emmy award-winning film ***Blood Road***, and finished in the first place—twice—on bike in the human-powered, self-supported Iditarod Trail Invitational.

She became a four-time **Leadville Trail 100 Mountain Bike Race** champion. And that's only the beginning. Rebecca consistently pushes her mind, body, and spirit to the limit of human experience and shows others how to do the same.

The “*Queen of Pain*” is known for seeking the toughest physical and mental challenges in the world, pushing herself to become the **first female to ascend Yosemite's 3000-ft. El Capitan Bermuda Dunes route**, river-board 300 miles of the Grand Canyon in the middle of winter, and became the **winningest human in the renowned Unbound Gravel Cycling Endurance Event**.



REBECCA'S STORY

Rebecca's bestselling memoir, *Rusch to Glory: Adventure, Risk & Triumph on the Path Less Traveled*, weaves lessons of grief and failure, the mind-body connection, and endurance, perseverance, and resilience.

Rebecca has developed a framework of speaking engagements centering on **human potential, holistic performance, failure as fuel, and lessons of endurance, perseverance**, and resilience from her years of reflection and work on her inner and outer being. Rebecca believes that to give is to get; to risk is to reward; to move is to heal; and to become present is to become proactive.



ABOUT REBECCA



THE BE GOOD FOUNDATION

In her journey of grief following the death of her father, Rebecca and her sister learned that pain is not a cave; it's a portal. In his honor, Rebecca formed The Be Good™ Foundation which uses bicycles as a catalyst to support global healing, empowerment, and evolution.

REBECCA'S PRIVATE IDAHO

She founded Rebecca's Private Idaho, a four-day gravel cycling race that benefits the foundation in an epic, bucket-list event.





TALKING POINTS FOR LEADERS + TEAMS

- How to create and apply the **mindsets and habits of a world-class athlete**
- Designing trail maps for achieving **peak performance** in life and work
- Lessons of **mental endurance** and resilience from biking the entire Ho Chi Minh Trail
- Toolkits for reducing and eliminating barriers
- How leaders can **activate their body for peak performance** by understanding serotonin, dopamine, and norepinephrine
- Identifying and evaluating **intrinsic vs. extrinsic motivation**
- Pushing the perceived boundaries of endurance, perseverance, and resilience
- Deepening understanding of the science supporting **mind+body connections**
- How **Leaders can use failure** to fuel breakthrough success
- **Evaluating risk** to determine true vs. perceived value
- Embracing and celebrating the natural **shifts of motivation**
- How to **navigate out of failure**, loss, and hardship
- The vital role of **feeding and fueling** your body
- Motivational neuroscience and building your **“motivational menu”**



TALKING POINTS FOR EXTRAORDINARY INDIVIDUALS

- Tuning in to **physical cues** to determine excitement and find what lights you up
- How to listen to your body and **trust your intuition**
- Lessons of **endurance**, perseverance, and resilience
- The science behind the **mind-body connection**
- How to **use failure** to fuel breakthrough success
- Evaluating risk to **determine true vs. perceived value**
- The hardest part of biking the Ho Chi Minh trail (hint: it wasn't the ride)
- How to **navigate out of loss** and hardship
- How **giving back** makes your brain happy
- Using movement as **medicine**
- Developing your own **navigational handrails** for business and life
- Embracing and celebrating the **natural shifts of motivation**
- The vital role of feeding and **fueling** your body
- The **neuroscience behind motivation** and why it's not "one size fits all"
- How to build your **motivational menu**



CAREER ACCOMPLISHMENTS

- First to ride the entire length of the Ho Chi Minh Trail (2015).
- Emmy Award Winner: *Blood Road*
- Seven-time World Champion in multiple sports
- Elected to inaugural class of Gravel Cycling Hall Of Fame (2022).
- World Bicycle Relief's Trailblazer Award Recipient (2020).
- Mountain Bike Hall of Fame inductee (2019).
- First to complete the 1,041 mile Arkansas High Country Route (2019).
- Two-time first female finisher of the Iditarod Trail Invitational, 350 mile course (2019, 2021)
- Summited Mt. Kilimanjaro by bike (2016).
- Six-time winner of Unbound, including the 350 mile XL (2012, 2013, 2014, 2016, 2017, 2018)
- Four-time Leadville 100 MTB Champion (2009, 2010, 2011, 2012)
- First Female ascent of El Capitan's Bermuda Dunes Route (2004)
- First & unrepeated self-supported 18-day swim of Grand Canyon in winter, documented in the film *Three Women, Three Hundred Miles* (2001).



TESTIMONIALS

Rebecca Rusch is relentlessly fast racing a bike, but before she became one of the world's greatest endurance athletes, she was a normal person like you or me, just tougher and more determined. Known as the Queen of Pain for her incredible perseverance, Rusch's story can inspire anyone to discover their own greatness.

- Velopress

When Angela Duckworth talks about Grit, she holds up a picture of Rebecca. When Chuck Norris is about to quit, he calls her. When young children hold out for two marshmallows instead of just one, it's because someone whispered "REBECCA RUSCH" in their ear. Inspiration, Vision, and Grit make Rebecca powerful and unique!

- Allen Lim, Skratch Labs

As a lifelong student of the adventurous, entrepreneurial life, Rebecca has the unique ability to take her hard-earned wisdom from athletic feats and apply them to the arenas of business and charitable foundation. She is also meticulous in her preparation. We all have much to learn from her passion and approach to sport, life, and legacy.

- Selene Yeager, Hit Play Not Pause



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FEES

Rebecca's speaking fees vary depending on topic, duration and audience size. Please inquire for exact rate.

FEES ARE CUSTOMIZABLE AND NEGOTIABLE

ADDITIONAL CONSIDERATIONS:

When deciding to book Rebecca, here are some additional things to consider in your budget.

- Event Admission tickets
- Airfare
- Ground Transportation/ rental car
- Meals & Gratuities: Per diem \$100/day
- Hotel Accommodations for speaker +1
- 4-star hotel or higher
- Ground transportation to hotel

FULL SPEAKERS RIDER PROVIDED UPON BOOKING



TO BOOK



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